

77% of Financial Professionals Report Lost Business Due To Under-Performing Technology Tools

Don't let your website be one of them.



THE CHALLENGE

Increasingly, as wealth managers accelerate their technological transformation, the demand for financial professionals and agents to have their own digital presence is heating up.

Developing marketing personas for financial professionals though can be hampered by insufficient technology that restrains website templates and online applications from being continually refreshed.

IN SEARCH OF SCALABILITY

For one U.S.-Based Wealth Management Firm that critical point had arrived.

Under its website development system, the firm would be required to deploy substantial resources for extensive development work each time new digital templates were created. Accordingly, the firm decided to find a better, more scalable, website development choice for their home office and financial professionals that would offer:

- **Uniqueness:** Each financial professional would be provided with a customized website.
- **Modern design:** The visual appeal for each site should encourage engagement and interactivity.
- **Cost savings:** Managing the total cost of ownership for the website had to be optimized; including savings gained by constructing new templates in a more efficient way.
- **Oversight:** Compliance and branding responsibility for content had to be conducted at the program management level.
- **Accessibility:** The new website needed to be compliant with mandates that digital content be accessible to individuals of all abilities.¹
- **Flexibility:** The platform had to allow each professional to maintain their site, while the underlying maintenance responsibility could be conducted through the home office.

Faced with this pressing array of critical requirements, firm decision makers quickly realized they needed more than their current platform offered.

THE SOLUTION

Transitioning to a more flexible application would allow the firm's home office team to optimize the way they constructed and managed their website program for their financial professionals. Accordingly, firm management made a commitment to building a single, holistic website platform that would surround professionals and clients with abundant resources – both digital and human. Their current content too needed to transition to a more flexible solution that could provide them with the expert consulting they needed for a website program they could manage themselves.

Their search for a scalable website template program they wouldn't outgrow led them to Broadridge Website Manager, a website management engine backed by the knowledge and experience of Broadridge, the global fintech leader in communications, technology, data and analytics.

ACCELERATE DIGITAL TRANSFORMATION

Across decades of client service, this firm had conducted business in periodic, traditional, face-to-face conversations. The combination of personal attention and professional service was long established as an important feature of the firm's brand. Firm management knew that improving their pace of digital adaptation while retaining their signature "personal touch" would be critical to their long-term success.

Their growing client base of millennial investors had also convinced them that in the future more of their business would be conducted from a digital distance. Accordingly, the firm's financial professionals now had to expand their roles as digital sources for account information, savings tips and investment ideas.

PROJECT INITIATION TO PRODUCTION TOOK UNDER FIVE MONTHS

With the launch of their new website capabilities, the firm established a new, digital, prescriptive presence that maintained an engaging, consistently branded presence to each of the firm's primary constituencies:

- **Clients to benefit** who would benefit from access to a single, holistic platform that surrounded them with a robust array of digital services and information as well as access to the expert advice of financial professionals.
- **Financial Professionals** who required access to the technology needed to communicate targeted messages that introduce new prospects to their professional capabilities and experience.
- **Home office managers** who needed to monitor activity and expenses through dashboards that provided compliance oversight, content controls and analytical summaries of each professional's activities.



METHODOLOGY

Achieving Project Initiation to Production in Less Than Five Months

Weekly check-ins: Progress overviews and periodic meetings keep home office users and their Broadridge team on the same page every day.

New templates: With a modern design that is unique and easy-to-navigate; robust, new scalable templates replace a firm's legacy content.

Compliance control and management oversight: Each firm gains a robust menu of management tools for monitoring website content.

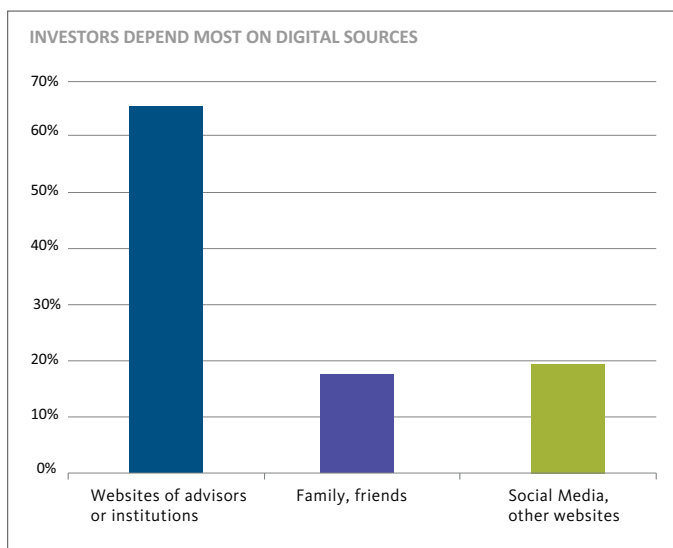
E-boots "on-the-ground": Broadridge consultants provide the collaborative digital and content expertise where and when a firm's team needs it most.

RESULT

This U.S.-based wealth manager had made the right choice at the right time. Website Manager gave the firm administrative control over providing the timely, targeted content to be featured on its financial professionals' sites, along with strong branding and high design standards. The firm succeeded in equipping their financial professionals with an optimal way to "keep it personal," while growing their businesses at a digital distance.

WHERE CLIENTS TURN FOR INSIGHTS

The firm's moves were in step with recent findings around the digital preferences of financial professional-assisted clients. According to a recent Broadridge survey, when 1000 North American investors were asked, "Where are you most likely to seek out financial information?," the vast majority said they turn first to websites of their financial professionals or institutions, followed by a split between friends, family members and a smattering of social media platforms and other sites.²



¹Sites that are compliant with WCAG 2.1 AA, for example, adhere to the international accessibility standard

²Investor Preferences Undergo Lasting Transformation from Covid-19 Pandemic, Reveals Broadridge Survey

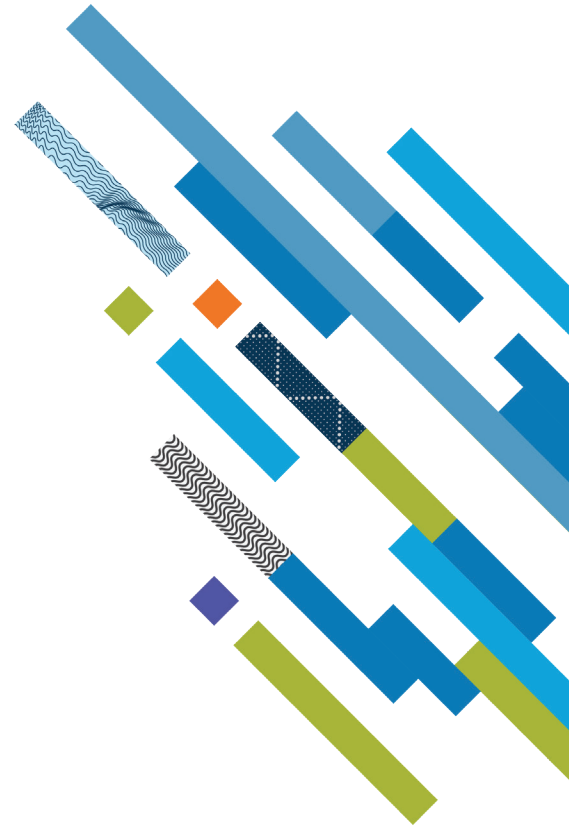
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